

State of Arizona: Gross Sales by Sector

Sector	March 2011	March 2010	% Change	2011 YTD Sales	2010 YTD Sales	% Change
Lodging	\$268,402,033	\$258,290,496	3.9%	\$661,012,047	\$622,349,988	6.2%
Restaurant/Bar	\$930,016,409	\$900,644,715	3.3%	\$2,542,665,283	\$2,474,274,411	2.8%
Retail*	\$4,342,932,939	\$3,189,162,135	36.2%	\$11,656,475,545	\$9,872,981,522	18.1%
Amusement	\$138,362,664	\$118,920,308	16.3%	\$336,558,425	\$298,735,739	12.7%
Total	\$5,679,714,045	\$4,467,017,654	27.1%	\$15,196,711,300	\$13,268,341,660	14.5%

Source: Arizona Department of Revenue

Estimated State Tourism Taxes: Tourism Related Sectors

Sector	March 2011	March 2010	% Change	2011 YTD Taxes	2010 YTD Taxes	% Change
Lodging	\$16,573,826	\$13,495,678	22.8%	\$40,817,494	\$32,517,787	25.5%
Restaurant/Bar	\$14,498,212	\$11,913,008	21.7%	\$39,638,118	\$32,727,723	21.1%
Retail*	\$31,271,723	\$19,484,505	60.5%	\$83,933,618	\$60,319,967	39.1%
Amusement	\$587,183	\$428,208	37.1%	\$1,428,287	\$1,075,687	32.8%
Total	\$62,930,944	\$45,321,399	38.9%	\$165,817,517	\$126,641,164	30.9%

Source: Gross Sales reported by Arizona Dept. of Revenue. Estimated state tax collections by AHRRC/NAU.

*Retail Sales in March 2010 were adjusted down and do not reflect current economic activity. Conversely, Retail Sales for March 2011 do reflect current economic conditions. This circumstance will carry through YTD figures as such.

Note: The Arizona State Tax Rate for Lodging increased from 5.5% to 6.5% effective June 1, 2010.

The Arizona State Tax Rate for Rest/Bar, Retail and Amusement sectors increased from 5.6% to 6.6% effective June 1, 2010

A breakout of estimated tax collections which show the effect of the 1% increase are available by contacting:

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